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Robots.txt Query Exclusion.

We're sorry, access to <http://www.ebay.com/> has been blocked by the site owner via robots.txt.

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Try another request or [click here](#) to search for all pages on [ebay.com/](http://www.ebay.com/)

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T S1/3,KWIC/1-5

1/3,KWIC/1 (Item 1 from file: 122)

DIALOG(R)File 122:Harvard Business Review

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00131485 CONTROL NUMBER: 996120 (USE FORMAT 7 FOR FULLTEXT)

The New Economy Is Stronger Than You Think

Sahlman, William A. - Harvard Univ. Graduate School of Business

Administration

HARVARD BUSINESS REVIEW Nov/Dec 1999, p 99

DOCUMENT TYPE: HBR Article LANGUAGE: English RECORD TYPE: Abstract
FullText

WORD COUNT: 5850

COMPANY/ORGANIZATION NAMES: Yahoo!; Microsoft; People Express; Staples;
Dell; Home Depot; Apple Computer; Amgen; Genzyme; FreeMarkets Online;
eBay.com ; MetalSite.net; VerticalNet.com; Priceline.com; Amazon.com;
eToys; Ingram; Barnes and Noble; compare...

;

1/3,KWIC/2 (Item 1 from file: 494)

DIALOG(R)File 494:St LouisPost-Dispatch

(c) 2002 St Louis Post-Dispatch. All rts. reserv.

10247028

SELLING KIDNEYS ONLINE WAS A PRANK, WEB SERVICE SAYS

St. Louis Post Dispatch (SL) - Saturday, September 4, 1999

By: The Associated Press

Edition: FIVE STAR LIFT Section: NEWS Page: 22

Word Count: 238

DESCRIPTORS: EBAY.COM ; WEB SITE; AUCTION; KIDNEY; ORGANS

1/3,KWIC/3 (Item 1 from file: 637)

DIALOG(R)File 637:Journal of Commerce

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Going, going, going . . . gone

JOURNAL OF COMMERCE (JC) - June 17, 1999

By: Net Watch - Alan Abrams Alan Abrams (aabrams(AT)interport.net) writes
about transportation and technology for The Journal of Commerce.

Edition: Five Star Section: EP Page: 7

Word Count: 571

DESCRIPTORS: OP-ED; US; COMPUTER; INTERNET; EBAY.COM ; COLUMN

1/3,KWIC/4 (Item 2 from file: 637)

DIALOG(R)File 637:Journal of Commerce

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Going once ...

TRAFFIC WORLD (TW) - April 26, 1999

Section: TECH Page: 28

Word Count: 91

DESCRIPTORS: US; TECHNOLOGY; RETAIL; COMPUTER; INTERNET; EBAY.COM

1/3,KWIC/5 (Item 3 from file: 637)

DIALOG(R)File 637:Journal of Commerce

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Our New Main Street

TRAFFIC WORLD (TW) - April 26, 1999

By: KATHLEEN HICKEY

Section: TECH Page: 28

Word Count: 645

DESCRIPTORS: TRANSPORT; US; TECHNOLOGY; COMPUTER; INTERNET; RETAIL; GLOBAL
; EBAY.COM

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T S2/3,KWIC/1-5

2/3,KWIC/1 (Item 1 from file: 122)

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DOCUMENT TYPE: HBR Article LANGUAGE: English RECORD TYPE: Abstract
FullText

WORD COUNT: 5850

... in Pittsburgh. FreeMarkets has developed software that enables large industrial buyers to organize on-line auctions for qualified suppliers of semistandard parts like fabricated electronic components. In the 48 auctions that FreeMarkets has conducted to date, most participants have saved more than 15%, some as high as 50%. FreeMarkets is growing at 40% per quarter. The company believes that its auction technology is applicable to over \$300 billion worth of industrial purchases in the United States alone.

You may wonder why suppliers would want to get involved in these auctions if they drive down prices. After all, in the old days, high-cost (and high...

...cost options or because of personal relationships between purchasing agents and salespeople. But now that auctions exist, suppliers have no choice but to participate; some even want to. Auctions allow suppliers to lower their own costs; paying a national sales force, with all its travel and other overhead, is expensive. Auctions also allow suppliers to reach previously inaccessible customers. Who wouldn't want that? Also, it's not always the low-price bidder who wins -- companies can still charge a price premium for high quality. The big difference...

...can't justify higher prices.

Buyers also have no choice but to get into the auction action. Once one company in an industry starts buying on-line, its costs will drop...

...and their customers happier. Those who don't will be out of the game.

FreeMarkets' auction model is being rolled out in essentially every other sector of the economy, from beanie...

...com, has established e-commerce sites for 40 industries and has announced plans to offer auction capabilities for at least 15 of those industries. At the same time, an important variation on the auction model is emerging, in which consumers themselves post what they are willing to pay for...

...will buy an airplane ticket. Airlines can then decide if they want to "hit the bid" and fill a consumer's order. They will do so if the marginal revenue they...

COMPANY/ORGANIZATION NAMES: Yahoo!; Microsoft; People Express; Staples; Dell; Home Depot; Apple Computer; Amgen; Genzyme; FreeMarkets Online; eBay.com; MetalSite.net; VerticalNet.com; Priceline.com; Amazon.com; eToys; Ingram; Barnes and Noble; compare...

;

2/3,KWIC/2 (Item 1 from file: 494)

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10247028

SELLING KIDNEYS ONLINE WAS A PRANK, WEB SERVICE SAYS

St. Louis Post Dispatch (SL) - Saturday, September 4, 1999
By: The Associated Press
Edition: FIVE STAR LIFT Section: NEWS Page: 22
Word Count: 238

TEXT:

Internet bargain hunters bid into the millions for one of two human kidneys that were up for sale before the online auction company eBay put a stop to the macabre sale.

Customers on eBay drove the price...

... kidney, posted Thursday afternoon with an asking price of \$4 million, did not receive any bids before it was pulled.

... spokeswoman, said Thursday. But "we don't want to leave anything to chance."

The kidney auction was stopped because eBay's rules forbid the sale of body parts. Selling your own...

...Of course only one for sale, as I need the other one to live. Serious bids only."

Kevin Pursglove, an eBay spokesman, said the company lists 2 1/2 million items...

DESCRIPTORS: EBAY.COM ; WEB SITE; AUCTION ; KIDNEY; ORGANS

2/3,KWIC/3 (Item 1 from file: 637)

DIALOG(R)File 637:Journal of Commerce
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JOURNAL OF COMMERCE (JC) - June 17, 1999

By: Net Watch - Alan Abrams Alan Abrams (aabrams(AT)interport.net) writes about transportation and technology for The Journal of Commerce.

Edition: Five Star Section: EP Page: 7

Word Count: 571

TEXT:

Right there on the top of online auction pioneer eBay's home page ([http:// www.ebay.com](http://www.ebay.com)), there's a link that says...

... Whoever thought there would be a place where 24 hours a day you could post bids for such exciting items as rare McDonald's beanies ("only 2,000 made!") or a...

...usually to never come back.

And don't forget, some people are actually using these auctions to try to make a living. What would you do if you found out the...

...it here. It's the pioneer in its field. Not only is eBay the biggest auction site on the Web, it's also the one that taught people how to do ...

DESCRIPTORS: OP-ED; US; COMPUTER; INTERNET; EBAY.COM ; COLUMN

2/3,KWIC/4 (Item 2 from file: 637)

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Going once ...

TRAFFIC WORLD (TW) - April 26, 1999

Section: TECH Page: 28

Word Count: 91

... sale last week on eBay: the (supposedly) "newly discovered" last painting by Vincent Van Gogh (bid last time we checked: \$5 million); Impression magazine ("purchasing this nonpareil arts and culture publication...

DESCRIPTORS: US; TECHNOLOGY; RETAIL; COMPUTER; INTERNET; EBAY.COM

2/3,KWIC/5 (Item 3 from file: 637)

DIALOG(R)File 637:Journal of Commerce

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Our New Main Street

TRAFFIC WORLD (TW) - April 26, 1999

By: KATHLEEN HICKEY

Section: TECH Page: 28

Word Count: 645

TEXT:

Meg Whitman, CEO of perhaps the best-known and most profitable online auction house, eBay, spoke last week at the National Press Club on the company's future...

... in real time," she said. "You can view the merchandise instantaneously and because the longest auction is seven days, every week the merchandise on eBay is all new!"

eBay currently has...

... hundred fifty thousand new items are listed daily and there are about 1.9 million biddable items up on the site at any given time, she said.

"Our users bought and...

... for the future? eBay is "thinking about enabling sellers to sell in formats other than auction. We're looking at it pretty aggressively," said Whitman. The company also is interested in...

DESCRIPTORS: TRANSPORT; US; TECHNOLOGY; COMPUTER; INTERNET; RETAIL; GLOBAL
; EBAY.COM

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Prior to joining eBay, Swette was executive vice president and chief marketing officer for the Pepsi-Cola Co. During his 17-year tenure, Swette was responsible for the worldwide marketing and advertising efforts for all Pepsi-Cola's brands, encompassing well-known trademarks such as Pepsi(R), Diet Pepsi(R), Mountain Dew(R), 7UP(R), Mirinda(R), Slice(R), Lipton Iced Tea(R), Lipton Brisk(R), All Sport(R), Aquafina(R) and the Starbucks Frappuccino(R) coffee drink. In addition, he oversaw business strategy, brand architecture and new product activity. Under Swette's guidance, Pepsi introduced popular advertising campaigns, including the well-known "Generation Next" equity. He also led the Mountain Dew(R) marketing, making it the fastest-growing beverage with \$4 billion in sales.

Prior, Swette worked as a brand manager at Procter & Gamble. Swette holds a bachelor's degree in economics from Arizona State University.

About eBay

eBay (www.ebay.com), the world's personal trading community™, is headquartered in San Jose, Calif. eBay pioneered person-to-person online trading by developing an efficient and entertaining auction format trading site that is available 24 hours a day, seven days a week. Currently, eBay users list items in more than 1,000 categories, including: collectibles; antiques; books, movies, and music; coins and stamps; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys. There are currently close to 800,000 items listed for sale. eBay has more than one million registered users.

[Note: The designated trademarks and brands are the property of their respective owners.]

eBay Inc. Announces Initial Public Offering

NEW YORK, N.Y., September 24, 1998

eBay Inc., the world's largest person-to-person online trading community, announced today that it has completed its initial public offering of common stock on the Nasdaq National Market under the trading symbol EBAY. eBay sold 3,489,275 shares at \$18.00 per share to an underwriting group led by Goldman Sachs & Co. with Donaldson, Lufkin & Jenrette Securities Corporation, BancBoston Robertson Stephens and BT Alex. Brown Incorporated as co-managers. An additional 10,725 shares were sold on behalf of a charitable foundation established by the Company.

eBay, the world's personal trading community™, is headquartered in San Jose, CA. eBay pioneered person-to-person online trading by developing an efficient and entertaining auction format trading site that is available 24 hours a day, seven days a week. Currently, eBay users list items in more than 1,000 categories, including antiques, books, movies and music, coins and stamps, collectibles, computers, dolls, jewelry and gemstones, photo and

electronics, pottery and glass, sports memorabilia, and toys. There are currently over 650,000 items listed for sale. eBay has more than one million registered users.

A copy of the Prospectus relating to the offering may be obtained from Goldman, Sachs & Co., Prospectus Department, 85 Broad Street, New York NY 10004.

**America Online And eBay Expand Relationship
Multi-Year Agreement Enhances eBay's the Preferred Person-To-Person
Online Auction Service on AOL**

Dulles, VA and San Jose, CA, September 2, 1998

America Online, the world's leading Internet online service, and eBay, the leading person-to-person online trading community, today announced they have signed a three-year agreement under which AOL will receive guaranteed payments from eBay totaling \$12 million. The new alliance will make it easier than ever for AOL members to buy and sell merchandise from one another online.

Through the eBay service, AOL members interested in selling items simply post the item for sale in the appropriate category within the eBay area. eBay then facilitates the online auction for that item. Once the auction is complete and the winning bid identified, the winning bidder and the seller contact each other via email to complete the transaction. With eBay's unique service, AOL members can be sure they are getting market value for their merchandise in a safe online community. Likewise, members seeking to buy merchandise can find a wide selection of items in one safe, well-organized and convenient place online.

eBay, the world's personal trading community™, will be the exclusive person-to-person auction service in the general merchandise category of the AOL Classifieds area and in several areas of the hobbies section of the AOL Interest channel for a minimum of one year, and is also available at Keyword: eBay. Currently, eBay has more than 600,000 items for auction. As of June 30, 1998, on average, eBay had more than 70,000 items for auction added daily by its more than 850,000 registered users.

"More and more our members are realizing the ease and convenience of buying and selling online," said Barry Schuler, President of AOL Interactive Services. "Thanks to our expanded relationship with eBay, AOL members now have even easier access to their very own person-to-person trading community, ensuring they get the best possible price for their items, and giving buyers a convenient way to browse and shop."

Steve Westly, eBay Vice President, Marketing and Business Development added, "eBay is the leading person-to-person online trading community, and AOL is the leading Internet Service Provider. A partnership between the two

is a natural synergy. This strengthened alliance will allow AOL members direct access to the greatest amount of choice when buying and selling online. In addition, AOL members will now have the added benefit of knowing they are part of eBay's safe, convenient online community."

eBay was founded in September 1995 and has provided its person-to-person auction services on AOL since December 1997.

America Online, Inc., based in Dulles, Virginia, is the world's leader in branded interactive services and content. America Online, Inc. operates two worldwide Internet online services: America Online, with more than 13 million members; and CompuServe, with approximately 2 million members. America Online, Inc. also operates AOL Studios, the world's leading creator of original interactive content. Other branded Internet services operated by America Online, Inc. include AOL.COM, the world's most accessed Web site from home; Digital City, Inc., the #1 branded local content network and community guide on AOL and the Internet; AOL NetFind, AOL's comprehensive guide to the Internet; AOL Instant Messenger, an instant messaging tool available on both AOL and the Internet; and ICQ, an instant communications and chat technology on the Internet.

eBay, the world's personal trading community™, is headquartered in San Jose, Calif. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay users list items in more than 1,000 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, glass, pottery, books and magazines, and jewelry and gemstones. On average, there are more than 70,000 items added daily. eBay has more than 850,000 registered users.

**The King Lives on eBay
You Can't Step On His Blue Suede Shoes,
But You May Be Able To Bid On Them At eBay.com**

San Jose, Calif., August 10, 1998

eBay (www.ebay.com), the world's personal trading community™, today announced the debut of its new fan-based, online Elvis destination site, "All the King's Things." The site, inspired by a book authored by eBay employee and Elvis expert Robin Rosaaen, provides a place for fans of "The King" to buy and/or sell "all things Elvis" from their personal collections of memorabilia. Located at www.ebay.com/elvis, the site will also provide entertaining and educational features such as an Elvis Museum, an Elvis chat room, Elvis Collector of the Week highlights, and articles from magazine partners as well as Elvis fans and friends.

"With more than 50,000 Elvis fans coming together offline for the Elvis Week 1998 festivities in Memphis this week, we couldn't think of a more appropriate time to add another level of excitement for the eBay Elvis fan community," said Steve Westly, eBay vice president, marketing and business

development. "This way Elvis fans anywhere in the world can celebrate their love for the King."

At this time, eBay has more than 150 new Elvis items for auction every day, ranging from mint-condition trading cards and personal belongings to records and autographed photographs. "It was this enthusiasm for the King in the eBay community that drove our choice for a destination Web page on our site," added Westly.

According to Elvis expert Rosaaen, "Elvis' one-of-kind charisma and magnetism make him dear to many people, and now for the first time Elvis fans from all over the world can interact 24 hours a day, 365 days a year, to really celebrate Elvis and the countless items he inspired." Rosaaen, who was called Rockin' Robin by the King himself, is known for having one of the largest Elvis collections in the country and has appeared as an Elvis expert on Geraldo and Oprah Winfrey as well as other national news and talk shows.

The Elvis Museum on eBay showcases highlights from Rosaaen's personal collection of more than 40,000 Elvis items, which she has developed during the last 30 years. Her vast collection includes a blue suede jacket worn by Elvis on several occasions (appraised at \$7,000), a lock of his hair (one recently sold for \$5,000) and an assortment of concert and security artifacts from 1969 - 1977 (articles valued at \$50 - \$1,000). Rosaaen will be available to answer questions from the eBay community through the "Ask the Expert" site feature and her participation in the Elvis chat room. All inquiries from Elvis fans can be sent to elvis@ebay.com.

eBay, the world's personal trading community™ (www.ebay.com), is headquartered in San Jose, Calif. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay users list items in more than 800 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. On average, there are more than 70,000 items added daily. eBay has more than 850,000 registered users.

eBay Announces Acquisition of Jump Inc. and Its Person-To-Person Online Trading Site Up4Sale

San Jose, Calif., July 15, 1998

eBay, the world's personal trading community™ (www.ebay.com) today announced the acquisition of Jump, Inc., the developer and operator of Up4Sale (www.up4sale.com), an advertising-supported trading service in an auction format. eBay acquired Jump in order to provide it with an additional environment in which to introduce complementary future services. Launched in 1997, Up4Sale currently has 45,000 items listed in 27,000 separate auctions and 50,000 registered members. eBay currently operates Up4Sale as an independent service.

"The founders and employees of Up4Sale share eBay's vision of what it takes to be the world's personal trading community™," said Meg Whitman, president and chief executive officer of eBay. "We believe that the long-term relationship between eBay and Jump will ultimately bring a great deal of value to our communities."

"We are truly excited about our association with eBay. We at Up4Sale have been longtime admirers of eBay and the wonderful community that exists there," said Rob Ratterman, co-founder of Up4Sale.

Users must register before they can bid or sell on Up4Sale. Currently, neither buyers nor sellers pay fees to bid on or list items for auction. Once an auction is successfully completed, the buyer and seller then independently complete the sale.

Headquartered in San Jose, Calif., eBay (www.ebay.com) is the world's personal trading community™. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay users list items in more than 800 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books, magazines, and jewelry and gemstones. On average, over 70,000 items are added daily and well over 50 percent of all auctions listed on eBay have been successfully completed. eBay has more than 850,000 registered users.

eBay Inc. Files Registration Statement For Proposed Initial Public Offering

San Jose, Calif. - July 15, 1998

eBay Inc. today announced the filing by the Company of a Registration Statement with the Securities and Exchange Commission relating to a proposed initial public offering of its Common Stock, substantially all of which will be sold by the Company. The remainder will be sold by the eBay Foundation[tm], a charitable fund established by the Company and administered by the Community Foundation Silicon Valley.

eBay Inc. is the world's largest person-to-person trading community on the Internet. The eBay service permits sellers to list items for sale, buyers to bid on items of interest and all eBay users to browse through listed items in a fully-automated, topically-arranged service that is available 24 hours a day, seven days a week.

Goldman, Sachs & Co. will act as the lead Underwriter of the offering. Other Underwriters of the offering include Donaldson, Lufkin & Jenrette Securities Corporation, BancAmerica Robertson Stephens and BT Alex. Brown. A copy of the preliminary prospectus related to this offering when available may be obtained directly from Goldman, Sachs & Co., 85 Broad Street, New York, NY 10004.

A Registration Statement relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the Registration Statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any State in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such State.

Beanie Babie(R) Collectors Strike Gold On eBay Thousands Shop eBay for Latest Toy Craze

San Jose, Calif. - June 22, 1998

What do Valentino™, Inky™, Peanuts™ and Lefty™ all have in common? These much sought after Beanie Babies(R) are the newest toy craze-surpassing the Cabbage Patch Kids (R) furor of the '80s. Thousands of people are turning to eBay (www.ebay.com), the world's personal trading community™, in search of the coveted cuties-bypassing empty shelves and long lines at toy stores and the local burger chain.

Die-hard collectors and first-time buyers can find that special Beanie on eBay. No other Web site or toy store boasts the selection of new and retired Beanies found on eBay, which offers more than 25,000 at any given time.

"I was collecting Beanies before they were popular," said Marcia Collier, a Beanie buyer and seller. Marcia and her teenage daughter have been trading Beanies on eBay for the past year. "There's no better place to find this wide variety at such competitive prices."

Some of the Beanies currently up for sale on eBay :

- Set of 8 Teenie Beanies(R), starting at \$2.00-Item # 18033319
- 1997 Christmas Mickey and Minnie Disney Beanies, trading for \$12.00-Item #18017598
- 54 Beanies, including Peace and Valentino, trading for \$400-Item #17998716
- Teletubbies Beanies, trading for \$50.00-Item #17926725
- Retired Harley Davidson Beanies, starting at \$1.00-Item #17752263

About eBay eBay Inc., the world's personal trading community™ (www.ebay.com), is headquartered in San Jose, Calif. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay hosts more than two million auctions per month in 846 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 65,000 items added daily and more than 75 percent of items listed

are sold. eBay has more than 950,000 registered users.

There's More To Father's Day Than Ties And Cologne Find Something Special for Dad on eBay

San Jose, Calif. June 16, 1998

Shopping for a Father's Day gift becomes more difficult after you have exhausted the traditional gift list - ties, socks and soap-on-a-rope. Many shoppers are turning to eBay (www.ebay.com), the world's personal trading community™, to find unique, non-traditional gifts that dads are sure to love.

As many eBay users have found, eBay truly has something for everyone. This is one big reason why men are spending more time on eBay. According to published RelevantKnowledge figures for February, men spend more time on eBay than any other site on the Internet. Shoppers can find sports memorabilia, movies, music, hobby items, books - and much more! If dad has a hobby or a particular interest, it's represented on eBay.

Some examples of items for sale on eBay include:

- Mickey Mantle signed 8x10 photo, trading for \$25.00 - Item #17248574
- Chicago Bull's starter jacket, trading for \$5.00 - Item #17171923
- Tiger Woods signed Nike hat, trading for \$50.00 - Item #17117958
- Lionel model trains, trading for \$49.00 - Item #17170834
- LL Bean fishing lures, trading for \$4.99 - Item #17234588

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For "X-Files" Collectors, "The Truth" Is At eBay™ "X-Files" movie spawns online memorabilia trading

San Jose, Calif. - June 15, 1998

A new "x-file" has been discovered: the appearance of unique collectibles at a place called eBay. A phenomenon as compelling as alien impostors and government conspiracies, eBay (www.ebay.com), the world's personal trading community™, has emerged as a barometer of popular tastes and trends around the world.

"X-Files" collectibles auctions are on the rise on eBay as fans scavenge for the hottest collectibles up for bid. The "X-Files" movie, topping the box office charts, has raised the stakes on these auctions, making show memorabilia more valuable than ever. Badges worn by characters "Agent Scully" and "Agent Mulder" and other show props, autographed photographs and posters are just a few of the more than 500 one-of-a-kind souvenirs available on eBay from five years of "X-Files" history.

"The X-Files community is alive and well on eBay," said Beverly Wolf, an avid X-phile who trades on eBay. "There is X-Files memorabilia on the site that is truly unique. X-philes like myself have always been a huge force on the Internet - and are now a growing contingent within the eBay community."

Some X-Files memorabilia currently on the eBay site:

Barbie and Ken X-files movie collectors edition trading for \$61.00 - Item #17134143

Cover issue of French magazine: Tele Jours featuring David Duchovny and Gillian Anderson trading for \$20.00 - Item # 17092681

X-Files 8x10 photo with 3 cast member signatures: "Krycek," "Skinner" and the "Smoking Man," trading for \$75.00 - Item #17121381

X-Files season II complete set of 72 cards including #1 and #36 rare error cards with book value of \$55 trading for \$12.00 - Item # 17141693

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Godzilla Lives At eBay™!

Monster memorabilia invades largest person-to-person auction site

San Jose, Calif.- June 2, 1998

The giant lizard causes terrorized Manhattan-ites to flee in the new movie "Godzilla," but online he's creating a different stir. Delighted fans are flocking to eBay Inc., the world's personal trading community™ (www.ebay.com) to buy and sell monster collectibles. At eBay, fans find the ultimate in

Godzilla™ memorabilia: action figures, movie posters, comics-even vintage Godzilla items are up for bid!

Godzilla collectibles have become hot commodities-and eBay provides a unique and exciting way for movie fans and serious collectors to shop for them. Whether looking for posters from the current movie or for vintage toys, a simple search on eBay under "Godzilla" brings up hundreds of rare and

hard-to-find items from around the world. eBay shoppers have much more to choose from than any store, mall or trade show could possibly offer!

"I've been waiting for the movie release to sell my collection of Godzilla toys, because now there is a huge demand for them," says eBay member Gilbert Tiffie of California. "Anything you want, no matter what it is, you can find it on eBay."

At eBay, the online community of memorabilia collectors and shoppers decide what's hot and what's not. Like the recent demand for "Titanic" memorabilia, the Godzilla craze is an example of the unique shopping trends that happen on eBay.

Some examples of Godzilla items currently for sale on eBay:

Godzilla original poster (1956), trading for \$750.00 - item #15918488

Godzilla Swatch watch, trading for \$172.00 - item # 15637130

Battery operated Godzilla, trading for \$15.00 - item #15546974

Vintage Godzilla game (1976), trading for \$40.00 - item #15618220

1977 Gozilla Shogun Warrior figure, trading for \$51.00 - item #15687068

About eBay eBay Inc., the world's personal trading community™ (www.ebay.com) is headquartered in San Jose, Calif. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay hosts more than two million auctions per month in 846 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 65,000 items added daily and over 75 percent of items listed are sold. eBay has more than 850,000 registered users.

Put Some Sizzle In Your Summer By Shopping At eBay™
Leading Person-to-Person Auction Site Offers the Hottest Items for Summer Fun

San Jose, Calif. - May 27, 1998

eBay Inc., the world's personal trading community™ (www.ebay.com), currently has thousands of items up for auction that are perfect for the summer season. Whether looking for a vacation package, camping gear, summer clothes and swimwear, or toys that will keep the kids occupied, eBay visitors will have a great time finding just what they need to have a great summer vacation.

eBay's person-to-person auctions are the hottest way to shop for summer bargains. The spontaneous nature of an auction not only allows for great deals and rare finds, but also makes shopping an entertaining experience (the unexpected is standard practice for an eBay auction. On eBay, the buyer decides how much he or she wants to pay for that Bahamas vacation or barbecue set.

The eBay trading community is also a fun and safe way to connect with people and find out how the rest of the world is spending their summer months. Whether conversation turns to the latest Beanie Baby™ on the market or to vacation plans, eBay users always walk away with something special.

Some examples of summer items currently for sale on eBay:

Florida/Bahamas cruise for two trading for \$255.00 - Item #14700885

Mickey Mouse BBQ grill trading for \$10.50 - Item #15038010

Summer Splendor Barbie, Enchanted Season Collection trading for \$20.00 - Item # 15236106

Fisher Price Children's Outdoor Sprinkler trading for \$3.75 - Item #15236106

Poolvac automatic swimming pool vacuum trading for \$76.05 - Item #14888388

Orlando Royal Palm Vacation Villa, July 4th weekend, trading for \$405.00 - Item #14806673

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The world's personal trading community™ Launches "My eBay!" To Customize The Online Auction Experience
Individualized Account Summary Gives eBay™ Users a Quick and Easy Way to Monitor All of Their Trading Activity in One Location

San Jose, Calif. - May 26, 1998

eBay, the world's personal trading community™ (www.ebay.com), today announced the creation of personalized account pages that allow eBay members to get confidential, up-to-date information on their eBay trading activity in one location. This new feature will make it simple for people buying and selling multiple items to keep track of each transaction, as well as to access their feedback from other eBay members and to determine which auctions are happening in their favorite categories.

With My eBay!, eBay's more than 800,000 registered users can now track their bidding and selling activities easily and make better-informed decisions, sooner. My eBay! pages are password-secure to protect each users' sensitive trading activity. Much like the one-page banking account summaries now available through ATM machines, My eBay! pages are designed to suit the individual needs of every eBay member. My eBay!

delivers personal account information that can be viewed in five categories:

- My Favorites - lists current auction activity in user's favorite categories;
- My Feedback - details feedback on user from other eBay members;
- My Account - provides personal account information such as credit or debit balances;
- Items I'm Selling - notifies user of items' selling status at current time, based on set reserve price; and
- Items I'm Bidding - informs user of bid status and if user is currently the highest bidder.

"With My eBay!, our community members now have an easy, secure and efficient way to track their activities," said Meg Whitman, eBay president and CEO. "This feature is especially convenient for people who frequently buy and sell on eBay and want all their account information at their fingertips. My eBay! gives our members a tool to take charge of their own accounts and monitor their buying and selling success on eBay."

"eBay is a great resource for people who want to spend less time hunting and more time enjoying the things they collect," said Frank Balzanto, an eBay user in Atlanta. "I collect model trains and confederate currencies so My eBay! is going to make my life easier. Now I can track all of my favorite items on one page created especially for me."

"eBay is always looking for ways to enhance the eBay experience," said Sherry Williams, a software developer who runs a sideline antiques business through eBay. "My eBay! brings together all the details buyers, sellers and browsers want, making eBay even more fun, easy and convenient."

Company Store Grand Opening

Due to popular demand, eBay is also unveiling the eBay "Company Store." Now eBay members can order official eBay t-shirts, baseball caps and clocks(all sporting the new eBay logo)(through a store they can access from their living rooms. A link on the eBay home page will take them right to the spot.

About eBay Headquartered in San Jose, Calif., eBay (www.ebay.com) is the world's leading personal trading community. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay hosts more than two million auctions per month in 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 60,000 items added daily and over 75 percent of items listed are sold. eBay has more than 800,000 registered users.

eBay Blocks Spammers

Leading personal trading community boosts safety and security by

safeguarding email addresses of members

San Jose, Calif.- May 18, 1998

eBay, the world's personal trading community™ (www.ebay.com), today introduced a new user ID feature which shields email addresses of its members, protecting them from unsolicited email, or "spam." Now, email addresses of traders are available only to other eBay users through password-protected requests. These aliases eliminate the ability of other companies or unregistered individuals to obtain eBay members' addresses and to send unsolicited email.

eBay was founded with the premise that the company operated within an open and honest marketplace where users did not need to disguise their email addresses. However, in recent months, registered eBay users have been spammed by competitive online auction companies. By collecting eBay members' email addresses through an automatic software program, or a "robot," these companies are not only violating eBay rules by invading member privacy, but are also threatening to disrupt service for legitimate users.

"Spamming is an inappropriate business practice, and it is unfortunate that it has become necessary to protect our members from junk email sent by other companies," said Meg Whitman, president and CEO of eBay. "However, we believe that we have created a solution which protects email addresses from spam, while at the same time, upholds the established community values that our legitimate users respect and reinforce themselves."

To address the growing need to protect its members from these invasions, eBay has developed a user ID option, where eBay members can select a unique nickname, or alias, which differs from their email addresses. The alias makes it difficult for "robots" to harvest email addresses, while protecting communication between members of the eBay community. To access a fellow trader's email address, a registered user simply clicks on that person's user ID and enters his or her own eBay information. eBay will reveal that person's email address, allowing legitimate users to communicate quickly and effectively and to consummate trades in a way that does not expose them to unwanted spam.

"The legal battle over companies' right to spam consumers as a form of mass-marketing is heating up," added Whitman. "eBay takes this debate seriously and is addressing the issue now, before any legislation is passed, to preserve the privacy of its users. By offering precautionary measures such as user IDs to protect users from spam, eBay continues to maintain a safe and secure place to shop online."

"eBay is the only online auction site that I choose to do business with," said Jeffrey Warantz, a registered eBay user. "When I receive spam promoting other auctions, I know that the senders found my address on eBay's site."

This new feature should help eliminate the unwanted intrusion of receiving spam from other companies."

About eBay Headquartered in San Jose, Calif., eBay (www.ebay.com) is the world's personal trading community™. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay hosts more than one million auctions per month in 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 60,000 items added daily and over 75 percent of items listed are sold. eBay has more than 750,000 registered users.

**eBay Names Meg Whitman President and CEO
Veteran Consumer Marketing Executive to Lead Most Popular
One-to-One Online Trading Site**

San Jose, Calif. May 7, 1998

eBay, the world's leading personal trading community (www.ebay.com), today announced the appointment of Meg Whitman as president and chief executive officer. Pierre Omidyar, eBay's founder and former CEO, has been named chairman of the board.

Most recently, Whitman served as general manager of Hasbro Inc.'s Preschool Division, where she was responsible for global management and marketing of two of the world's best known children's brands--Playskool and Mr. Potato Head. Whitman will direct eBay's corporate strategy as the company's growth rate continues to accelerate exponentially.

"We are thrilled to have someone of Meg's stature joining eBay at such an exciting time in the company's development," said Omidyar. "Her proven success in global management and marketing, strategy development and brand positioning make her the ideal choice to build upon eBay's leadership position in the one-to-one online trading market without sacrificing the quality and personal touch our users have grown to expect."

"As one of the top three most visited online shopping sites, eBay's success is based on a thriving community of more than 750,000 people who have found a safe, global marketplace to connect with others who have similar interests and passions," said Whitman. "With more than 10 million auctions completed since eBay's inception, we are changing the face of traditional commerce by giving power to individual consumers, as well as by allowing them to extend their buying and selling reach around the world. I am delighted to be joining eBay."

"The combination of Meg's brand building and general management experience, and Pierre's pioneering vision gives eBay an unbeatable team," said Bob Kagle, general partner at Benchmark Capital and eBay board member. "As people around the world discover and join the eBay community,

the company is well-positioned to create and lead the consumer-to-consumer electronic commerce space."

Prior to heading Hasbro Inc.'s Preschool Division, Whitman was president and CEO of Florists Transworld Delivery (FTD), the world's largest floral products company. Previously, she served as president of the Stride Rite Corporation's Stride Rite division. She also held a variety of marketing and brand management positions with Walt Disney Company, Bain & Co. and Procter and Gamble. Whitman earned a BA in economics from Princeton University and an MBA from the Harvard Business School.

eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com) is the world's leading personal trading community. eBay has created a new market: an efficient, one-to-one trading site in an auction format. Currently, eBay hosts more than one million auctions per month in 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 60,000 items added daily and over 75 percent of items listed are sold. eBay has more than 750,000 registered users.

eBay's Popularity Soars Above The Competition Shoppers Spend More Time on eBay Than Any Other E-Commerce Site

San Jose, Calif. May 4, 1998

eBay, the world's leading personal trading community (www.ebay.com), today announced that eBay ranks as the number one commerce site in time spent by Internet users. According to the latest Media Metrix report, eBay ranks third in the overall number of minutes spent on an Internet site, just behind Yahoo! and AOL.com. For the past three months, eBay has consistently been one of the top ten most visited shopping sites. The news comes as eBay celebrates its 10 millionth auction since its inception in 1995.

"We attribute eBay's remarkable growth to the commitment of our users," said eBay's Chairman and Founder Pierre Omidyar. "No other auction site provides the same level of service. We expect that the number of eBay users and transaction volume will continue to grow as consumers discover that eBay is the most complete and comprehensive place to trade on the Internet, as well as a great place to have fun and meet people with similar interests."

"The number of Internet users visiting eBay has increased significantly during the past year," said Douglas McFarland, Media Metrix senior vice president and general manager. "eBay has consistently been one of the most trafficked shopping sites on the Web, along with power houses such as Amazon.com."

eBay currently hosts, on average, 375,000 auctions daily. With 750,000 registered users, the number of completed auctions has doubled since

January of this year.

James Finnegan: Sports Collector and Seller

As one of eBay's most active sellers, James Finnegan of Sunrise, Florida, recently auctioned an autographed Reggie Jackson baseball. Other sports collectibles Finnegan has sold include a Willie Stargell autographed baseball and autographed pictures of a young Mickey Mantle.

Just three years ago, Finnegan was selling sports collectibles and memorabilia in his retail store and at trade shows. Since business was not going well, James decided to sell online, and discovered eBay by surfing the Internet.

"I was trying to sell an autographed Michael Jordan jersey, but I couldn't sell it in my store," said Finnegan. "I put it up on eBay, where it quickly sold for \$300. After that experience, I decided to close down my store and transition my business entirely to eBay."

James conducts all of his business online and credits eBay for his tremendous success.

Myk Pleet: Avid Sports Collector

While looking around on eBay, Myk Pleet found a sports item that caught his eye--an autographed Reggie Jackson baseball. He purchased the ball for \$31. According to Pleet, a similar item would have cost him up to \$100 in a sports shop

"I was a big Reggie Jackson fan when I was younger," said Pleet, "and this ball brings back fond memories."

Pleet is an avid sports collector who discovered eBay four months ago while visiting a friend in Arizona.

"My friend showed me some great sports stuff he'd bought on eBay and I was hooked," said Pleet. "I now spend at least an hour a day looking for sports collectibles on eBay."

Pleet used to be have his own sports card business, but now he buys and sells as a hobby. He says that eBay is the best site for sports collectors who want to buy and sell.

"I recommend eBay to sports collectors because it has a large selection and is very safe to use," said Pleet. "Their feedback system helps keep fraud to a minimum. I wouldn't go anywhere else."

About eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com) is the world's leading personal trading community. eBay has created a new market: an efficient, one-to-one trading site on the Web in an auction format. Currently,

eBay hosts more than one million auctions per month in 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 60,000 items added daily and over 75 percent of items listed are sold. eBay has more than 750,000 registered users.

eBay Launches Customized Home Pages For Most Popular Trading Categories Leading Online Auction Company Caters to Interests of its Community; Makes it Even Easier to Find the Most Sought-After Collectibles

San Jose, Calif. April 6, 1998

eBay, the leading person-to-person online auction site (www.ebay.com), today announced that it has added eight category-specific home pages to its extensive list of trading and collectibles features. The new pages, which include computers, toys, dolls, jewelry, pottery, trading cards, coins and stamps, are designed to make it even more convenient and fun for users to locate a wide selection of their favorite collectibles.

Each new page is divided into subcategories, and also includes featured and "hot stuff" items. For example, the trading card-specific page allows sports fans to easily see which collectibles are available from their favorite game such as basketball, baseball, football or hockey. Additionally, these new pages allow eBay collectors to determine which new items have been added each day within a particular category. For a collector looking for that hot, first-edition Babe Ruth card signed by the king of baseball himself, this feature provides a simple way to keep tabs on the latest rare baseball cards up for sale.

"With varied interests and hobbies, eBay users represent a cross-section of America, and we strive to create a trading environment in which people with shared interests can connect," said Pierre Omidyar, eBay's founder and CEO. "By introducing category-specific home pages, we are providing customized access to the unbeatable selection of items for sale in each of our most popular categories."

The new pages also offer discussion boards in which users can post questions about items and meet others interested in specific categories. These users can exchange information that might be considered too "specialized" to address in the eBay caf?, a general discussion forum popular with the eBay community. Each category-specific page is accessible from multiple locations, making it convenient for new and existing users to take advantage of eBay's diverse selection of collectibles. Users can locate these pages directly from eBay's home page, via search engines such as Alta Vista and online directories such as Yahoo, as well as through Web sites of eBay partners.

Bryan Sweigart, an antiques dealer in Lancaster County, Pa, believes that

his antique pottery and porcelain often sells for a higher price on eBay than it would at retail, because collectors from around the world are looking at the auction site as a key resource. "Through eBay, I have extended my reach to a global community of collectors, and the new pottery and porcelain-specific pages should help generate even more traffic to my auctions."

"eBay fuels my passion for jewelry collecting," said Janette Contois, an eBay user from Mountain View, Calif. "The jewelry-focused page is exciting because I can easily monitor which different items are available-vintage pieces, for example. This new feature makes eBay even more fun, because it organizes exactly what kinds of jewelry are for sale!"

"As more and more people become comfortable shopping on the Internet, it is important for e-commerce sites, such as eBay, to provide customized shopping experiences that appeal to a wide range of individuals," said Nicole Vanderbilt, group director for digital commerce at Jupiter Communications. "By dividing the commerce experience into more targeted segments, commerce sites will better serve existing customers and attract new ones."

About eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in more than 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 55,000 items are added daily and over 75 percent of items listed are sold. eBay has more than 600,000 registered users.

Bases Are Loaded As The 1998 Baseball Season Begins
Baseball collectors jump to the cyberleagues to trade on eBay, the leading person-to-person online auction site.

San Jose, Calif. - April 1, 1998

eBay™ (www.ebay.com), the leading person-to-person online auction site and one of the largest online collections of baseball memorabilia, announced today that it is hosting an impressive variety of baseball memorabilia and collectibles auctions. Baseball enthusiasts now have the opportunity to trade with fellow collectors from around the world.

WHAT: From baseball cards, and signed gloves, balls and bats, to pennants and baseball cigar boxes, eBay has something for everyone. As the season heats up, more and more items find their way on to the auction block. Part of the fun of trading on eBay is watching the fluctuation in value of different teams' collectibles -depending on their wins or losses. As a real-time online auction site with bidders from around the world, eBay's auctions reflect the true value of baseball's memorabilia and collectibles.

Some examples of hot baseball auctions on eBay:

- Nolan Ryan Rookie Card 1968 Topps #177 in mint condition trading for \$800 - Item #9674884
- Two 1880 Trimmed Cigar Box Labels Marked 'Fair Ball' trading for \$105.50 - Item #9629581
- 1958 Willie Mays Topps Baseball #5 trading for \$159.00 - Item #9656927
- 1941 Ted Williams Baseball Card trading for \$102.00 - Item #9767246

WHY: Baseball memorabilia collectors now have a trading community online. Almost entirely fraud-free (99.99 percent), eBay is an entertaining and safe forum for trade and information sharing among collectors. A central feature of eBay's site is the continuous information sharing among users through chat rooms and the eBay Feedback Forum. These features build trust, provide a self-monitoring trading environment and strengthen the online community. Comments from the Feedback Forum allow users to develop "online reputations," holding traders accountable to the other members of the eBay community. eBay also hosts the eBay Caf[®], where users exchange information about common interests and advice about buying and selling online.

WHO: eBay, the pioneer of the person-to-person online auction, hosts more than one million auctions per month in over 500 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. With an average of 55,000 items added daily, 75 percent of items listed are sold. eBay has in excess of 600,000 registered users.

"Titanic" Fever Sweeps the Oscars and the Nation

Stakes are High on eBay for Titanic-Related Movie and Historical Memorabilia

San Jose, Calif. March 24, 1998

Titanic fever has reached a frenzied pitch on eBay[™]. Last night's Titanic Oscar sweep-- "Best Picture," "Best Director," "Best Costume," and "Best Original Dramatic Score,"--have made Titanic-related memorabilia worth more than ever before. People across the country are logging on to eBay (www.ebay.com), the leading person-to-person online auction site, to find the Titanic piece they can't live without.

"I've been collecting Titanic memorabilia for more than 15 years and I've never seen anything like this," comments Marsha Collier, a Los Angeles-based eBay user. "Since the release of James Cameron's film, the demand for Titanic collectibles has skyrocketed. On eBay, I am currently trading with Titanic (the ship and the movie) fans all around the world."

Since last night's Academy Awards ceremony, the number of Titanic-related items for auction on eBay has reached an all-time high. Some savvy traders saved up their most prized collectibles in anticipation of Titanic's victory at the Oscars. Some examples of Titanic movie- and ship-related memorabilia currently for auction on eBay:

- Titanic costume: Crewman's Double Breasted Jacket, currently bidding for \$1,000 - Item #8809373
- Titanic script: signed by James Cameron, Leonardo DiCaprio and Kate Winslet, currently bidding for \$761- Item #8775547
- Titanic prop: White Star dinner plate, currently bidding for \$530 - Item #8568225
- 1912 "Steamer Titanic" postcard, currently bidding for \$127.52 - Item # 8791346

Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 45,000 items are added daily, and over 75 percent of items listed are sold. eBay has more than 550,000 registered users.

Big Bucks And Big Bids In The Big Apple

eBay and Yahoo! team up in a sweepstakes promotion on popular Yahoo! directory site to give away a free trip to a live New York auction

San Jose, Calif. - March 23, 1998

eBay (www.ebay.com), the leading person-to-person online auction site, announced today that it is hosting a sweepstakes on the Yahoo! home page which ends April 7. The contest winner will enjoy an all expenses paid luxury trip for two to New York City, including \$2,000 to spend at a live New York auction. To participate, Internet users can simply go to the Yahoo! site (www.yahoo.com) and click on the eBay contest banner.

WHAT: eBay and Yahoo team up to run a special sweepstakes promotion through April 7. Two people will be selected to fly to New York for a luxurious three days and four nights and the opportunity to attend a live auction with \$2,000 cash. **WHO:** eBay and Yahoo!

WHERE: eBay contest banner at www.yahoo.com; Surfers can also access the sweepstakes registration directly at (<http://www.ebay.com/yahoopromo/?YAHOO PROMO>)

WHY: eBay, the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. There are 55,000 items added daily

and more than 75 percent of items listed are sold. eBay has 600,000 registered users.

eBay Goes Hollywood

Just in time for the Academy Awards, the most visited online auction site gets a taste of Hollywood show biz

San Jose, Calif. - March 11, 1998

As Oscar-fever heats up, Hollywood memorabilia collectors are crowding online at eBay to find what they love most: pieces of show-biz history. eBay, the leading person-to-person online auction site, is experiencing a tremendous surge in trading of Hollywood-related memorabilia.

From the set of the "Titanic" to "Independence Day," movie props and collectibles are a hot commodity on eBay. Everything from life jackets worn by "Titanic" actors to spacesuits used on "Independence Day" can be found on this auction site.

It's not just the "silver screen" that's creating a buzz on eBay. Award-winning television shows are well-represented, too. Police badges and prop guns from "NYPD Blue," "Law and Order" and "New York Undercover" are all available to the highest bidder!

Hot Hollywood items currently for sale on eBay:

Will Smith's flight suit from the movie "Independence Day" - Item #7944390

NYPD police detective prop badge with inscription "Nowhere City Police" - Item #7934931

"Titanic" Slatted Bench as seen in the most famous scenes in the movie "Titanic"- Item #7962282

For buyers and sellers alike, eBay is an ever-growing treasure trove of show-biz collectibles. One Hollywood prop collector, Alan Reid, recently put his collection of 300 movie and television props up for auction on eBay. "I'm excited to see the response on eBay to these pieces. Most of my props are one-of-a-kind items - just waiting for the collector that knows their worth."

Kenny Smith, a 26-year-old seller on eBay, is paying his way through college by selling Hollywood memorabilia. His "Titanic"-related items alone are selling like hot-cakes. "The market for Hollywood memorabilia is booming, and eBay provides a great place for collectors to come together."

About eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 45,000 items are added daily and over 75

percent of items listed are sold. eBay has more than 550,000 registered users.

eBay Named "Most Visited Online Auction Site" By Media Metrix
Completing more than seven million auctions makes popular person-to-person trading site one of five most visited shopping sites on the Internet

San Jose, Calif. - March 3, 1998

eBayTM, the leading person-to-person online auction site (www.ebay.com), announced today that the site was visited by more people in January than any other online auction site, according to Media Metrix*, the leading Web audiences measurement company. Additionally, eBay has become one of the top five most visited shopping sites on the entire Internet-the only online auction site to make the top five. eBay also announced that it has exceeded 28 million online auction bids and completed more than 7 million auctions since the company's inception in 1995.

Media Metrix's January 1998 audiences rating report, based on at-home usage of the World Wide Web, shows that eBay is one of the top five most visited shopping sites, with nearly 1,000,000 unique visitors each month. The report also indicates that the average eBay shopper spends more than 23 minutes per usage day on the site. This figure ranks first among the more than 50 sites listed within the shopping category in the report.

"The number of Internet users visiting eBay has increased rapidly during the past 12 months," said Douglas McFarland, Media Metrix senior vice president and general manager. "In January, eBay usage soared, making the site one the five most popular shopping sites on the entire Web, along with online shopping powerhouses such as Amazon.com."

eBay Growth Spurred by Strong Sense of Community & Wide Selection of Auctions

"More than 275,000 auctions are conducted each day now on eBay, and our unprecedented growth has made us the number one auction site on the Web," said Pierre Omidyar, eBay's founder and CEO. "Hundreds of thousands of people have chosen eBay over other online auction sites because we offer the most diverse selection of merchandise, the safest and most reliable place to trade, and the strongest sense of friendship and community among users."

Bruce Nicklin, of Riverside, Calif, began selling used computer parts on the Internet almost two years ago. After discovering eBay, he was able to retire from his job in sales and marketing at one of Maytag's corporations, and estimates that he has sold at least three million dollars of merchandise through the online auction site in less than two years.

"The sense of trust and community that eBay users share is a major reason I've been so successful in growing my business on the Web," said Nicklin. "eBay has truly changed my life, both from a financial standpoint, as well as by allowing me to meet wonderful people from around the country and the world."

Janette Contois, a jewelry collector in Mountain View, Calif., discovered eBay three months ago and is impressed with the quality and prices of the treasures she has found and purchased through eBay.

"The selection of jewelry listed on the site is incredible, and I love the thrill of bidding on and winning an auction," said Contois. "I've gotten to know and trust many of the people I buy from, and have had only positive experiences on eBay."

"Online auctions such as eBay are one of the fastest-growing shopping categories on the Web," said Nicole Vanderbilt, group director for digital commerce at Jupiter Communications. "The success of an online shopping site stems from its ability to provide a secure and easy-to-use environment from which buyers and sellers can conduct business and share a strong sense of community."

About eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 45,000 items are added daily and over 75 percent of items listed are sold. eBay has more than 550,000 registered users.

eBay Awarded Cybercommunity Best Practices Award Leader in person-to-person online auction site receives prestigious industry award

San Jose, Calif. March 3, 1998

eBay™, the leading person-to-person online auction site (www.ebay.com), today announced that it received the E-Business Community Best Practices Trailblazer award from the Alliance for Converging Technologies. Chosen by a panel of Internet leaders, this award spotlights eBay's effective creation of a large, diverse and highly participative e-commerce community.

The Alliance awards recognize enterprises and consumers that use the Internet to build effective, competitive business communities that are innovative and agile. Of the more than 170 companies that submitted entries, 28 were selected for review. eBay was one of three companies chosen to receive the award, sharing the spotlight with Cisco Systems and E*Trade.

"We are proud to be recognized for our commitment to community," said eBay Founder and CEO Pierre Omidyar. "With thoughtful guidance and ground rules, the eBay community has successfully created a vibrant marketplace. Our members are our most valuable asset, so it is very encouraging to know that our focus on facilitating this community has been recognized."

"eBay is changing the rules of business and competition in the e-business marketplace," said David Ticoll, president of the Alliance for Converging Technologies. "The consumer-to-consumer online auction model is a new niche that eBay was able to foster."

In addition, the Alliance recently conducted an in-depth study on eBay that produced a case study. Written by Katie King and Michael Miloff, the case study concludes, "Whatever the final destiny of eBay, its extraordinary success to date has begun to dramatically transform the landscape for personal trading. It forces all of us to think about the power and techniques of online auctions and community building."

About the Alliance for Converging Technologies

Founded in 1994, the Alliance for Converging Technologies is an international consulting, research and education organization with a focus on competitive advantage in the digital economy. The Alliance offers unique services that enable organizations to compete effectively in the digital economy by combining leading edge product, service and marketing strategies with the high performance practices that enable competitive agility and customer focus. Contact: David Ticoll (416) 601-2281 x225, dticoll@actnet.com.

About eBay

Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 45,000 items are added daily and over 75 percent of items listed are sold. eBay has more than 550,000 registered users.

eBay Hosts High Fashion Online Auction

Gloria Vanderbilt Returns to eBay with More Fabulous Vintage Items For Sale

San Jose, Calif. Feb. 12, 1998

eBay, the leading person-to-person online auction site (www.ebay.com), today announced that author, artist and designer Gloria Vanderbilt will auction off vintage lace blouses, Tiffany jewelry, unique and designer costume jewelry and other vintage items from her private collection from

February 14 through February 21. Ms. Vanderbilt, known throughout the world for her strong sense of style, is a longtime collector of antiques and fashion accessories. The Valentine's Day auction marks Ms. Vanderbilt's return to eBay, following a successful initial auction in December.

Jewelry collectors and shoppers looking for unique items can shop online at eBay, then ship them directly via eBay's auction site. Shoppers with high-value purchases can also access escrow services directly from eBay's site. eBay will make it easy for shoppers to find the pieces they want by organizing a special "Vanderbilt Collections" page.

WHO: eBay hosts Gloria Vanderbilt's auction of 50-75 items from her private collection of jewelry, clothing and furnishings, including a hand-work sampler done in 1801, authentic Tiffany jewelry and designer handbags.

WHAT: Ms. Vanderbilt's collection includes pieces ranging from the antique to the contemporary, some custom-designed, others by well-known designers. Each item will include a card with the Vanderbilt family crest, signed personally by Ms. Vanderbilt, identifying the piece from her private collection.

WHERE: www.ebay.com .

Go to eBay's search page, type "Vanderbilt Collections" in the box and click on "Go."

WHY: Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 35,000 items are added daily, and over 75 percent of items listed are sold. In January 1998 alone, eBay generated in excess of \$25 million in gross merchandise sales. eBay has 450,000 registered users.

eBay and America Online Agree to Offer AOL's More Than 10 Million Members Direct Access to Leading Person-to-Person Online Auction
eBay to provide person-to-person online auction service in AOL's Classifieds

Z Auction And eBay Announce Strategic Alliance

Woodland Hills, Calif. - Feb. 10, 1998

Z Auction (www.zauction.com), a leading Online Computer Auction site and eBay (<http://www.ebay.com/>) the largest Person-to-Person Online Auction site, today announced a cross promotional agreement. Z Auction launched the third version of its site, designed by Boxtop International, with integrated links to eBay.

While Z Auction is primarily a vendor based auction site and eBay is a

person-to-person auction site, the partnership will allow for the cross-promotion of their respective services. Z Auction CEO Howard Vinik describes the relationship with eBay: "We're really pleased to announce an alliance with a company we really admire. eBay is far and away the leader in person-to-person auctions, a segment which perfectly complements our vendor-sourced auction model."

Z Auction will include current information about eBay in their Daily eLetter and will also provide a link to eBay's home page from Z Mart's category buttons. eBay will display Z Auction banners and provide various links from related eBay category pages.

"We are excited about this opportunity to partner with Z Auction, a leading provider of computer products, electronic equipment and other brand name consumer goods. This agreement will provide eBay users access to a wider selection of the products they are searching for" says Pierre Omidyar, CEO and founder of eBay. About Z Auction/Z Mart Z Auction (www.zauction.com) with its offspring site Z Mart (www.zmart.com) is The Premiere Online Auction and Superstore, specializing in computers, peripherals and consumer electronics. Z Auction merges the benefits of the Internet and the auction format to bring the computer user a huge selection of equipment at very low prices. Z Auction is a virtual community, where anyone can participate in a live auction 24 hours a day, 7 days a week. Playing Z Auction is as easy as ABZ. Users fill out a short form to get an account. To bid on products, they hit the BID button. Winners are notified via email and posted on the site. Z Auction, the first online auction to be an AOL partner, can be found on AOL under keyword ZAuction. Other strategic partners include Netscape, Yahoo!, Excite!, Webcrawler, Lycos, Metacrawler, Pointcast, Whowhere, Netaddress, Jumbo, Internet Travel Network, Webflyer, and Motortrend!

About eBay Headquartered in San Jose, Calif., eBay (<http://www.ebay.com/>), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 35,000 items are added daily, and over 75 percent of items listed are sold. In January 1998 alone, eBay generated in excess of \$25 million in gross merchandise sales. eBay has 450,000 registered users.

**There's More To Valentine's Day Than Chocolate And Roses
Impress your sweetheart with an innovative gift!**

San Jose, Calif. - Feb. 5, 1998

eBay TM, the leading person-to-person online auction site (www.ebay.com), is an excellent place for shoppers of all kinds to find treasures for their loved ones on Valentine's Day. eBay houses an extensive collection of new, old, rare and hard-to-find items - perfect alternatives for those tired of giving

chocolates, ties and long-stemmed roses. A fun, safe alternative to traditional shopping, eBay is one of the 10 most visited online shopping sites on the Web.¹

WHAT: eBay is a reliable, online source for Valentine's gifts at unbeatable prices. Buyers set the prices and the best offer wins. Examples of the wide variety of gifts that can currently be found on eBay:

- White gold heart-shaped diamond ring - Item #5559074
- 1998 M.I. Hummel century piece Here's My Heart - Item #5553035
- Doris Day & Frank Sinatra's 1954 "Young at Heart" recordings - Item #5510892
- Large Victorian vintage valentine - Item #5177579
- Steiff Bear - Item #5505282

For those shoppers that need a special gift or just an extra little something, eBay is the place to find it!

WHERE: www.ebay.com

WHY: Headquartered in San Jose, Calif., eBay (www.ebay.com), the pioneer of the person-to-person online auction, hosts more than one million auctions per month in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 35,000 items are added daily and over 75 percent of items listed are sold. eBay has 450,000 registered users.

eBay Exceeds 21 Million Bids Leader in Person-to-Person Online Auction Site Sets the Pace in Fast-Growing Industry

San Jose, Calif. - Jan. 20, 1998

eBayTM, the leading person-to-person online auction site (www.ebay.com), today announced that it had exceeded 21 million online auction bids and completed more than 5 million auctions since the company's inception in 1995. Currently, eBay receives 120,000 bids per day and hosts more than 200,000 auctions a day, on average. More than 80 percent of the listed items are sold.

With more than 400,000 registered users, eBay generated more than \$105 million in gross merchandise sales in 1997. In the fourth quarter alone, eBay completed \$55 million in sales.

"eBay users represent the largest and most active trading community on the Web," said Pierre Omidyar, eBay founder and CEO. "Once users find eBay, they come back time and time again, because we are the proven leader in person-to-person online auctions."

According to Media Metrix, the leading Web audience measurement company, eBay is one of the top 12 most-visited online shopping sites on the Web and experiences longer visits per user than any other Web site on the Internet.¹

"Auction sites have been able to foster stronger customer relationships through their sales formats, resulting in larger customer bases and longer-length user visits," said Nicole Vanderbilt, group director of digital commerce at Jupiter Communications, a New York-based market research firm.

About eBay Headquartered in San Jose, Calif., eBay is the pioneering leader of person-to-person online auctions. eBay hosts auctions in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books, magazines, jewelry and gemstones. eBay receives over 120 million page impressions per month. More than 30,000 new items are added daily.

Internet Shopping Network And eBay Partner To Expand Auction Capabilities

Sunnyvale, Calif. - Jan. 13, 1998

First Auction (www.firstauction.com), the online auction site from Internet Shopping Network and eBay (www.ebay.com), the largest person to person auction site on the Internet, today announced a partnership agreement that would significantly expand the reach and scope of both commerce sites. "People are bidding on First Auction because they can get great deals and experience the thrill of interactive auctions online," said Kirk Loevner, President and CEO of Internet Shopping Network. "eBay's hundreds of thousands of person to person auctions provide even more opportunities to save dollars and offers more excitement for our growing customer base," added Loevner.

"The partnership with First Auction offers eBay visitors access to the premier online auction site offering a wide selection of brand name merchandise and unrivalled customer service," said Pierre Omidyar, CEO of eBay.

Both eBay and First Auction have significant presence on each other's sites, including links to various merchandise categories. Future promotions, contests and sweepstakes will be available to users of both sites.

While the two companies will actively promote each other's commerce sites, both will maintain their strict policies of keeping members email addresses and other membership information separate and confidential. The partnership greatly benefits online auction customers, who can now experience the largest "person to person" auction site and the widest selection of new auction merchandise on the Internet. The increasing popularity of online auctions has made it the fastest growing sector of

Internet commerce.

About First Auction Launched in June of 1997, First Auction has become the fastest growing online auction site offering brand name merchandise. Over 5,000 items are auctioned each week with merchandise ranging from computers and consumer electronics to housewares and jewelry. "Flash Auctions," which last thirty minutes and have an opening bid price of one dollar, are an exclusive feature of First Auction.

About Internet Shopping Network Internet Shopping Network (www.isn.com) is a wholly owned subsidiary of Home Shopping Network. ISN's Computer Superstore (www.css.isn.com) was the first online store in the world when it was launched in April 1994. First Auction (www.firstauction.com) is a new commerce site featuring computer, consumer electronics and Home Shopping Network merchandise sold in an online auction format. Shoppers can find Internet Shopping Network at www.isn.com

About eBay, Inc. eBay, (www.ebay.com) the pioneer of the person-to-person online auction, hosts auctions in 371 categories, including collectibles, antiques, memorabilia, trading cards, toys, dolls, coins, stamps, books and magazines, and jewelry and gemstones. More than 25,000 new items are added each day and more than three million items have been sold on eBay since its inception in September 1995.

** According to Media Metrix Inc., October 1997 Audience Ratings Report of U.S. Web Users From Home*

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Italy	United Kingdom

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- [05/26/98](#) - The world's personal trading community™ Launches "My eBay!" To Customize The Online Auction Experience
- [05/18/98](#) - eBay Blocks Spammers

- 05/07/98 - eBay Names Meg Whitman President and CEO
- 05/04/98 - eBay's Popularity Soars Above The Competition
- 04/06/98 - eBay Launches Customized Home Pages For Most Popular Trading Categories
- 04/01/98 - Bases Are Loaded As The 1998 Baseball Season Begins
- 03/25/98 - "Titanic" Fever Sweeps the Oscars and the Nation
- 03/23/98 - Big Bucks And Big Bids In The Big Apple
- 03/11/98 - eBay Goes Hollywood
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Picture This!

eBay Promotes Hasselblad's Auction of Ansel Adams' Photo Equipment, Proceeds to Benefit Charity

San Jose, Calif., December 14, 1998

Photo enthusiasts and anyone who has ever been inspired by the photographs of Ansel Adams have the opportunity to bid on a piece of history. Hasselblad USA Inc. is wrapping up a two-year auction that ends at midnight on December 18 for Ansel Adams' photography equipment. All proceeds will benefit the Elizabeth Glaser Pediatric AIDS Foundation and the Center for Creative Photography. Information about the offline auction is available on eBay (NASDAQ: EBAY), the world's largest person-to-person online trading community, at <http://pages.ebay.com/hasselblad.html>.

"We are honored to participate in the promotion of Hasselblad's Ansel Adams' camera auction," said Steve Westly, vice president of marketing and business development at eBay. "These timepieces have captured extraordinary images of American landscape. Ansel Adams' cameras are truly a part of American photographic history."

Ansel Adams initially offered the use of his camera equipment to his assistant, Rod Dresser. At the time, Adams' health was deteriorating, and according to Dresser, he was concerned with ensuring that his lenses get enough "exercise." Adams passed away in 1984, and in 1996, Dresser returned the equipment to its original creators, Hasselblad USA Inc.

"We have an outstanding need to spread the word that these cameras are available," said Skip Cohen, president of Hasselblad USA Inc. "eBay's site is absolutely amazing, with the variety of items up for auction that appeal to all types of collectors and hobbyists. eBay provides the perfect way for us to reach out to people with a common interest in photography and raise as much money as we can for the charities."

Seventy-five percent of the proceeds from the auction will be donated to the Elizabeth Glaser Pediatric AIDS Foundation, the only national nonprofit foundation identifying funding and conducting critical pediatrics AIDS research worldwide. The remaining twenty-five percent will benefit the Center for Creative Photography, founded by Ansel Adams in 1975 in Tucson, Arizona, which houses the works of more than 2,000 photographic artists. Nationally syndicated radio personality Don Imus, whose program originates out of WFAN in New York, currently holds the highest bid at \$100,000.

Information about the Ansel Adams camera package can be found under eBay's "Photo & Electronics" category and on eBay's "Happenings" section, both accessible from the home page. eBay has one of the largest collections of photographic equipment on the Internet. Currently, more than 8000 photographic items, more than 60 items related to Ansel Adams, and more than 160 Hasselblad items are available for auction on eBay, as well as more than 5000 artistic images.

The Ansel Adams equipment package includes one Hasselblad 500C body; one 500EL body; one SuperWide camera; one each of four lenses: 80mm, 50mm, 150mm and 250mm; three A12 magazines, one A16 magazine, a Polaroid back; and Adams' original aluminum case. Hasselblad USA Inc. is considered the premier medium format camera company and this year celebrates its 50th anniversary.

Formal bids should be directed in writing to Skip Cohen at Hasselblad USA Inc., 10 Madison Road, Fairfield, N.J. 07004, 973-227-7320 (phone), 973-227-3249 (fax). Bidding will officially close at midnight on December 18, 1998.

About eBay

eBay (www.ebay.com), the world's personal trading community™, pioneered person-to-person online trading. Founded in 1995, eBay has developed an efficient and entertaining trading site in an auction format on the Web that is available 24 hours a day, 7 days a week. eBay has more than one million registered users. Currently, there are more than one million items listed for sale. More than 150,000 new items are added daily, in more than 1,000 categories, including: antiques; books, movies, and music; coins and stamps; collectibles; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys and Beanie Babies(R).

**Mark McGwire And Sammy Sosa 1998 Home Run Balls To Be Auctioned
By Guernsey's In Alliance With eBay
*Items to be Auctioned January 12 at Madison Square Garden***

New York, December 8, 1998

Guernsey's, the New York auction house, in alliance with eBay (www.ebay.com), the largest person-to-person online trading community, announced today the sports auction of the century. The auction consists of seven famed baseballs along with other significant memorabilia from baseball's magical 1998 season, as well as other historical baseball items.

Four Mark McGwire home run balls, numbers 63, 67, 68, and the record smashing 70th ball and three 1998 Sammy Sosa home run balls, numbers 61, 64, and 66 are the highlights of this extraordinary auction. The collection of baseballs will be auctioned by Guernsey's January 12, 1998 at Madison Square Garden.

"This is the big auction that everyone has been waiting for and Guernsey's is thrilled to contribute to baseball's history," Arlan Ettinger, president of Guernsey's said. "This exceptional auction celebrates baseball's most exciting season and brings together several pieces of renowned memorabilia for the world to see."

One week prior to the January 12 live auction, in what is considered to be the first-ever On-Live™ auction, eBay will host the online component of the Sosa and McGwire home run ball auction. On January 5, eBay will launch six, individual private auctions, including images of the record-breaking baseballs. In addition, eBay will promote the auctions on its Web site at <http://pages.ebay.com/homerun-ball.html> as well as sell the auction catalogs.

"As pioneers in online trading, we are excited to partner with Guernsey's, a well-respected auction house, to bridge the world of Internet auctions with live auctions for the very first time," said Meg Whitman, president and chief executive officer, eBay. "This much-awaited event can now be witnessed by people around the world."

Major League Baseball's magical season climaxed on September 27, 1998, when Phil Ozersky caught Mark McGwire's 70th home run ball at Busch Stadium. The 70th ball is the crown jewel of this unique auction.

The other McGwire baseballs to be auctioned off on January 12 all have their own place in history. On September 15, Mark McGwire stepped to the plate against the Pittsburgh Pirates and belted home run number 63 (450th of his career), which was caught by John Grass in the left-center field stands at Busch Stadium.

On September 26 in St. Louis, McGwire came to the plate in the fourth inning against Montreal and smacked home run number 67 into left field, where

Douglas Singer was waiting for it to land in his glove. In that same game, Heath Wiseman, a student from Iowa State University, eagerly caught McGwire's 68th home run ball.

While McGwire was chasing a piece of history in St. Louis, a new rivalry began with his friend Sammy Sosa in Chicago, who himself began to challenge records with his 61st home run. Sammy Sosa is donating his 61st home run ball, the one that tied Roger Maris' former record, with all the proceeds going to The Sammy Sosa Charitable Foundation.

Veron Kuhlemeier was sitting in the right field stands of Milwaukee's County Stadium on September 23 when Sammy Sosa crushed home run number 64, a fastball that landed in his glove. The 66th ball, which represents the second most home runs ever hit in a single season, came off Sosa's bat on September 25 and now belongs to Albert Chapa.

A catalog describing each of the stories behind the seven home run balls is available from Guernsey's. The catalog features color photos of each ball and historical anecdotes from the famous homeruns in history.

Guernsey's, located at 108 East 73rd Street in Manhattan, is recognized as one of America's leaders in conducting specialized auctions of unique and rare 20th century objectives. A brief sampling of Guernsey's sales includes the auction of JFK collection, the contents of the S.S. United States (the world's largest auction) and the first auction of artwork from the Soviet Union, as well as a myriad of diverse and fascinating sales such as the art of Walt Disney, vintage carousel figures and historic international racing cars.

eBay (www.ebay.com), the world's personal trading community™, pioneered person-to-person online trading. Founded in 1995, eBay has developed an efficient and entertaining trading site on the Web that is available 24 hours a day, seven days a week. eBay has more than 1.2 million registered users. Currently, there are more than one million items listed for sale. More than 130,000 items are added daily in more than 1,000 categories, including: antiques; books, movies and music; coins and stamps; collectibles; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys.

Happy Furby-Days From eBay

Furbies Are Selling Out In Stores, But The World's Largest Collection Can Be Found Online At eBay Today

San Jose, Calif., November 24, 1998

The Furby™ frenzy has already begun. Like Tickle-Me-Elmo™ last year, toy experts are calling these interactive dolls the "must-have" hottest toy of the season. Their intense popularity has made them almost impossible to find - parents wait hours in line before stores open and fight for the last Furby. Consumers can easily avoid the chaos by going online and bidding on a

selection of more than 2,000 Furbies up for auction on eBay (NASDAQ: EBAY; www.ebay.com/aw/furbies.html), the world's largest person-to-person online trading community.

"Holiday shoppers are scrambling to find Furbies and quickly realizing they are nearly impossible to find in stores," said Steve Westly, eBay vice president, marketing and business development. "We're happy to let holiday shoppers know that thousands of these sought-after toys are available at eBay today. We've even started a special Furby page, making it even easier for people to find them on our site."

Since the craze kicked off this fall, well over 6,000 Furbies have already sold on eBay. The site lists a wide selection of these favorite furry creatures, from gray Furbies with black spots and pink tummies to rare solid white and original black and white.

First introduced in October, Furbies have been selling as soon as they reach stores and show no signs of slowing down. These furry critters actually speak and interact with people and each other. Furbies come in a variety of color combinations and stand at five inches tall. Running on batteries, Furbies blink their eyes, wiggle their ears, speak, and sing. They even dance, sneeze, purr, and burp.

Furbies speak their own language, "Furbish," but "learn" English by listening to their owners. They communicate with other Furbies and people, react to tickling, music, and loud noises, fall asleep in the dark, and may even snore. Furbies also learn songs and games. Made by Tiger Electronics, Ltd., a division of Hasbro, Furbies are for kids ages six and older, but appeal to people of all ages.

About eBay

eBay (www.ebay.com), the world's personal trading community™, pioneered person-to-person online trading. Founded in 1995, eBay has developed an efficient and entertaining trading site in an auction format on the Web that is available 24 hours a day, 7 days a week. eBay has more than one million registered users. Currently, there are close to one million items listed for sale. More than 100,000 new items are added daily, in more than 1,000 categories, including: antiques; books, movies, and music; coins and stamps; collectibles; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys and Beanie Babies(R).

Online Shoppers "Unearth" Thousands of Haunting Halloween Items on eBay

San Jose, CA - October 21, 1998

Searching for a Halloween costume and decorations doesn't have to be such a frightening experience this year. Now consumers can avoid the last-minute

mad rush for Halloween costumes and decorations by logging onto eBay (Nasdaq: EBAY; www.ebay.com) to find truly ghoulish, funny, and unique Halloween items.

eBay, the world's largest person-to-person online trading community, is hosting a virtual Halloween Bash online. With free registration, eBay users have access to nearly 800,000 items up for auction, with over 100,000 new items added daily. Currently, eBay's Halloween page lists thousands of items, under various categories such as Costumes, Witches, and Ghosts.

Some other example Halloween items currently up for auction include:

- '76 Cadillac 10 Seat Luxury Hearse, trading for \$25,0000 - Item #36889810
- Professional Haunted House Soundtracks, trading for \$9.95 - Item #35676577
- Gumby Adult Halloween Costume, trading for \$9.99 - Item #35272902
- Ladies Star Trek Costume, trading for \$26.00 - Item #34464592
- Elvira eye lashes for Halloween, trading for \$6.00 - Item #35423335
- Elvis Halloween Costume, trading for \$6.00 - Item #34983528
- Amazing Haunted Matchbox Illusions, trading for \$9.95 - Item #34612765

"We have a complete and unique line of Halloween and magic merchandise that we sell exclusively on eBay," said T.A. Hamilton, an eBay seller and collector known as "Mouse_Man." "Prior to eBay, we operated retail stores and wholesale operations for many years. Now we have an online storefront on eBay that allows us to reduce our overhead cost and pass on a much better value to customers. We love eBay."

Everyone who bids on eBay's Halloween Bash page will be automatically entered to win a special "Trick or Treat" surprise from eBay - treats only! In addition, eBay is hosting a Halloween chat board where community members can exchange and share Halloween stories.

"Whether you're looking for a retro costume or spooky music, eBay is the place to search," said Brian Swette, eBay's senior vice president of marketing. "At Halloween, the eBay community brings together thousands of buyers and sellers for trading as well as sharing ghost stories online."

About eBay

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collectibles; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys and Beanie Babies(R).

eBay Launches New 'About Me' Feature Allowing Users to Create Personal Homepages

eBay Promotes Strong Sense of Community for Online Trading With 'About Me' Feature

SAN JOSE, Calif. - Oct. 15

eBay (Nasdaq: EBAY; www.ebay.com), the world's largest person-to-person online trading community, today announced the official launch of "About Me." This new feature provides the eBay community -- buyers and sellers -- with step-by-step instructions on how to create their own personal homepage free-of-charge on eBay. Introduced to the eBay community only last week, almost 7,000 registered users have already created homepages using this new feature.

"'About Me' allows our community members to further personalize their eBay experience," said Steve Westly, eBay vice president of marketing and business development. "The increased user information enables people to find out more about the people they're trading with and to more easily find people who share their interests."

"About Me" offers eBay's one million registered users the opportunity to create a homepage. This page can include personal information, items listed for auction, eBay feedback ratings, images, and links to other favorite sites. In addition, the easy-to-use templates allow users with little or no previous experience in Web page design to create their personal pages in minutes (R) much quicker than the hours that might be required to complete the project on their own.

Once a user has created an "About Me" homepage, an icon appears next to the User ID at all times, indicating that a homepage exists. Users wishing to view these pages simply click on the icon or enter the specific URL Web address. "I'm a novice at using HTML, and I really like how eBay made it so easy to create my own homepage with step-by-step instructions and templates," said Ann Pearson, an active eBay seller and collector with a significant number of positive feedback points. "I have already given out my 'About Me' URL address to friends. eBay has made it easier and more rewarding for me to do business with others."

About eBay

eBay (www.ebay.com), the world's personal trading community™, pioneered person-to-person online trading. Founded in 1995, eBay has developed an efficient and entertaining trading site in an auction format on the Web that is available 24 hours a day, 7 days a week. eBay has more than 1 million

registered users. Currently, there are close to 800,000 items listed for sale. More than 100,000 new items are added daily in more than 1,000 categories, including: antiques; books, movies, and music; coins and stamps; collectibles; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys and Beanie Babies(R).

eBay Asks, "What Are You Searching For?" In National Advertising Campaign

Three-Year-Old Internet Company Invites Consumers to Rediscover the "Joy of Finding" in Online Person-to-Person Trading

SAN JOSE, Calif. - October 13, 1998

eBay (www.ebay.com), the world's leading person-to-person online trading community, will launch its first national print and broadcast advertising campaign to increase awareness and trial of the company's brand. Created by the Acme Idea Company of South Norwalk, Connecticut, advertising will hit the national radio waves beginning the week of October 19, with a national print campaign kicking off in November. The Acme Idea Company, a new creative consultancy, collaborated with eBay to create a campaign that heightens awareness of the service and showcases the site's broad-based consumer relevance. The advertising campaign is just one initiative in a broad-based marketing campaign launched by the newly public, three-year-old Internet company.

"The primary goal for this advertising campaign is to reach consumers who aren't already familiar with eBay, and show how easy it is to find the items they've always been searching for," said Brian Swette, eBay senior vice president of marketing. "We want to give people across the country the opportunity to discover the thrill of buying and selling from individuals in an online auction format. This advertising campaign reaches out to current and potential eBay community members in a warm, welcoming manner - no degree in 'searchology' is necessary to enjoy the eBay shopping experience."

The national radio campaign will air on more than 10,000 stations across the country for five weeks. The November print campaign includes *Parade*, *People*, *Entertainment Weekly*, *Newsweek* and *Sports Illustrated*. Ogilvy & Mather conducted the media buy in conjunction with the Acme Idea Company.

In addition, eBay has placed a dozen different ads in over 70 distinct collecting publications, reaching people who have an active passion for coins, stamps, dolls, and photography, for example. According to eBay's agencies, this is an unparalleled media buy initiative in a vertical market.

According to Scott Kulok, Acme Idea Company creative head, all advertising must be true to the basic, humanistic appeal of eBay. "We've met with and spoken to numerous people who have made eBay a part of their lives, and what they tell us is that it's not just a thrilling new way to find unique items - to many, eBay has literally changed their lives. There's something going on here on a very human level. It's a little ironic that this all happens on the Internet."

Kulok added that the campaign is designed to create awareness of this new way to find items to enrich people's personal collections; it is also respectful of the fun, inclusive, and welcoming attitude that eBay embraces.

About Acme Idea Company

The Acme Idea Company is a newly formed strategic and creative consultancy committed to the building of brands. Principals Carol Herman, Scott Kulok, and Eva Page provide a unique perspective and track record, having collaborated on numerous successful new brand introductions, as well as significant brand repairs and turnarounds.

About eBay

eBay (www.ebay.com), the world's personal trading community™, is headquartered in San Jose, Calif. eBay pioneered person-to-person online trading by developing an efficient and entertaining auction format trading site that is available 24 hours a day, seven days a week. Currently, eBay users list items in more than 1,000 categories, including: collectibles; antiques; books, movies, and music; coins and stamps; computers; dolls and figures; jewelry and gemstones; photo and electronics; pottery and glass; sports memorabilia; and toys. There are currently close to 800,000 items listed for sale. eBay has more than one million registered users.

eBay Announces The Appointment Of Brian Swette As Senior Vice President Of Marketing

SAN JOSE, Calif. - October 13, 1998

eBay (www.ebay.com), the world's leading person-to-person online trading community, has appointed Brian Swette as senior vice president of marketing.

Swette, a veteran of Pepsi-Cola Co., will oversee international expansion, marketing and customer support efforts for eBay. His focus will be on increasing brand awareness, both nationally and internationally, in order to make eBay one of the most accessible and successful e-commerce sites on the Internet.

"eBay will benefit tremendously from Brian's worldwide brand-building experience," said Meg Whitman, eBay president and chief executive officer. "As we continue our brand-building initiatives, this is an exciting time to bring his expertise to the eBay community."

Enter Web Address:

All

Take Me B

Searched for <http://www.ebay.com>

627 Results

Note some duplicates are not shown. [See all...](#)

* denotes when site was updated.

Search Results for Jan 01, 1996 - Jun 11, 2002

1996	1997	1998	1999	2000	2001	2002
0 pages	1 pages	6 pages	23 pages	154 pages	342 pages	1 pages
	Jun 14, 1997 *	Dec 01, 1998 *	Jan 25, 1999	Feb 29, 2000 *	Jan 06, 2001 *	Jan 24, 2002
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		Dec 07, 1998	Feb 20, 1999	Feb 29, 2000 *	Jan 07, 2001 *	
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AUCTIONWEB

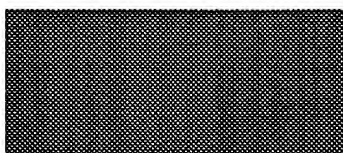
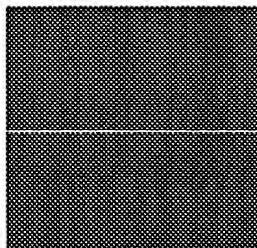
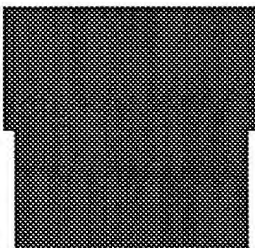


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@PJL SET FINISH=NONE
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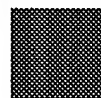
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